

## IMPACT OF BRAND PROMOTION ON MARKET PERFORMANCE

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### **Abstract:**

This study examines the effects of several types of factors on brand promotions and market performance. To examine several forms of brand equity elements that affect consumers' purchasing intentions, the researcher conducted a case study of Hindustan Unilever (HUL). In the Indian market, Hindustan Unilever is the most well-known fast-moving consumer goods (FMCG) brand. 35 distinct items are offered by this company under the Hindustan Unilever brand, which is divided into 20 categories. The company makes INR 27408 crores in sales per year. HUL is a subsidiary of Unilever that provides customers in various nations across the world with high-quality and plentiful consumer goods. As a result, various challenges have arisen for HUL. Several advertising concerns have damaged the brand HUL, resulting in a decrease in client databases. Advertisement is one of the most powerful techniques for influencing client buy intentions.

**Keywords:** Brand Promotion, market strategy, brand equity, purchasing decision and Market Performance

### **Introduction:**

Brand promotion is a crucial marketing term. Brand promotion may be defined as a crucial and effective business strategy for a corporation. Brand promotion is determined by the company's favorable image and reputation in a competitive market area. As Khoshtaria et al. (2020) state, the idea of brand promotion is dependent on the concept of brand loyalty or brand expansion. The brand promotion also contributes to a company's competitive advantage in a competitive market sector. The purpose of this research was to examine the impact of various components of brand promotion on market performance. Customers' buying intentions, according to Halliburton and Bach (2012), might be impacted by a variety of circumstances. A company's brand image and reputation can be beneficial in obtaining favorable feedback from clients. A positive brand image in the market might be beneficial in attracting more and more clients. A positive image and reputation of a company's brand may be beneficial in improving commercial operations in a competitive market sector. This research study used Hindustan Unilever's case study to analyze his specific research issue.

### **Objectives of the research:**

The following are the study's objectives:

- ❖ to look into the primary components of brand promotion
- ❖ To investigate the elements that influence customers' purchasing intentions.
- ❖ To evaluate the impact of brand promotion components on market performance

To offer some efficient ways for developing success **Page | 918**

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- ❖ full brand promotion for this organization that would aid in client purchasing intentions.

**Literature review:**

**Role of effective branding:**

According to The American Marketing Association, a brand is a phrase, sign, name, design, or symbol that aids in the identification of distinct products or services within the same industrial sector. According to Melović et al. (2020), the brand helps to distinguish a product or service from its competitors in the same market sector. The social phenomena that can be achieved by the given services are referred to as a brand. A brand adds dimension to a product, allowing it to be distinguished from other items of the same design and intended for the same reasons.

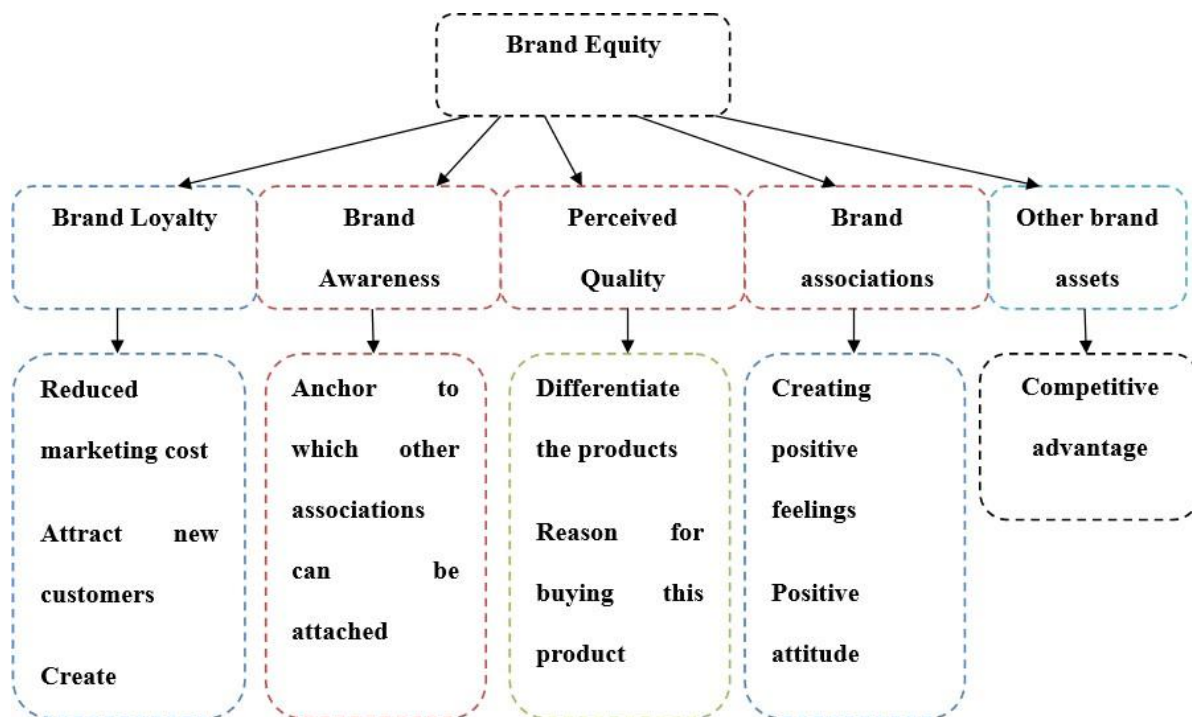
Al Asheq and Hossain (2019), on the other hand, suggested that the brand of various firms refers to the distinctive design. The value of a

brand impacts targeted clients of a company's specific product or service directly or indirectly. As a result, successful brand creation is one of the most critical factors in achieving a stable position in a competitive market sector. As a result, good branding is required by a corporate organization to acquire the most reputable position within the competitive market sector.

The specific business corporation gives knowledge about the product and its usefulness to clients by delivering excellent branding of the product. Customers can make informed decisions about acquiring a company's specific product or service when it has a successful brand (Sugiono et al. 2021). On the other hand, claimed that to provide effective branding of a product or service, the specific business corporation should employ a branding strategy. To give relevant information about a certain brand of a service or product, the organization needs to develop successful brand value. The corporation can attain brand management to provide an effective brand. As a result, Hofmann et al. (2021) claimed that significant factors include the product, pricing, packaging, and successful promotional strategies.

**Concepts of brand promotion:**

According to Gupta et al. (2020), brand promotion may be analyzed from both a financial and a consumer standpoint. The researcher attempted to examine brand promotion from the standpoint of customers for this research study. Brand promotion is the monetary worth of a favorable brand image. Customers' sentiments about a brand can be used to calculate brand promotion. Brand promotion may be achieved via brand awareness, brand recognition, brand trial, brand preference, and brand loyalty. On the other hand, claimed that brand promotion is the most important asset that a firm should employ. Brand promotion is described as a collection of assets and liabilities associated with the brand.



**Figure 1: Models of brand equity**  
(Source: Cowan et al. 2020, pp- 13)

Several brand promotion models have been created to aid in the process of measuring brand promotion. David Aaker created the well-known model of brand promotion (1996). This approach has defined five types of brand assets. The following are the brand assessment categories:

- ❖ Brand adoration
- ❖ Brand recognition
- ❖ Quality as perceived
- ❖ Brand affiliations
- ❖ Other assets include trademarks, channelrelationships, and so forth.

**Brand loyalty:**

According to Cowan et al. (2020), one of the main dimensions of brand promotion is brand loyalty. Brand loyalty aids in the identification

of clients with a certain brand or firm. It is the bond between the brand and its customers. Behavioral loyalty has been connected to consumer behavior in a competitive market sector. Customers' cognitive loyalty can be connected to their purchasing decisions. As a result, brand loyalty may be achieved through providing brand-specific services. Customers should be satisfied with the company.

On the other hand, that brand loyalty may be quantified by the process of word of mouth, the propensity of repeat purchasing, and so on. Brand loyalty may aid in the acquisition of brand promotion. The two most important aspects of brand loyalty are trustworthiness and dependability. Brand loyalty may be generated by the significant quality and quantity of advertising. Brand

loyalty also aids

in the promotion of the brand in a competitive market area. Customers have looked for information about a certain brand. Brand loyalty may be generated through good brand explanation (Mourad et al. 2020).

**Brand awareness:**

Brand awareness is the capacity of customers to recall and recognize the brand. Simply said, brand awareness relates to the familiarity of a brand among customers. Customers always favor brands with which they are already familiar. As a result, Alićet al. (2020) noted that clients always pick well-known brands. As a result, the specific business corporation should increase its degree of advertising to inform clients about the brand of the items or services. Customers, on average, choose brands with which they are familiar. Customers' buying intentions are influenced by their choice of a well-known brand. As a result, substantial degrees of marketing must be developed by the firm to attract potential, loyal, and new clients of the company's specific brand. Customers feel more confident when they see a familiar brand. They also choose this brand to reduce risk factors when selecting a brand. Brand recognition can be connected to brand associations.

**Perceived quality:**

The dimension of brand promotion is perceived quality. The use a customer's brand can be used to assess perceived quality. Customers' overall brand experience may be referred to as the perceived quality of the product. According to Das (2020), perceived quality relates to customers' opinions about the whole experience of a brand's product or service. Customers' overall contentment might help to improve perceived quality. The idea of brand promotion is influenced by perceived quality. Customers frequently appraise a product or service based on the brand's specific qualities. As a result, Yaoet al. (2021) categorized perceived quality variables into two categories: intrinsic qualities and extrinsic attributes. Intrinsic qualities are associated with the product's physical component. Extrinsic qualities, on the other hand, are associated with the product. Flavor, color, look, and shapes are all physical aspects of a product. As a result, extrinsic qualities are associated with stamp quality, brand name, price, shop, product information, packaging, and so on.

**Brand associations:**

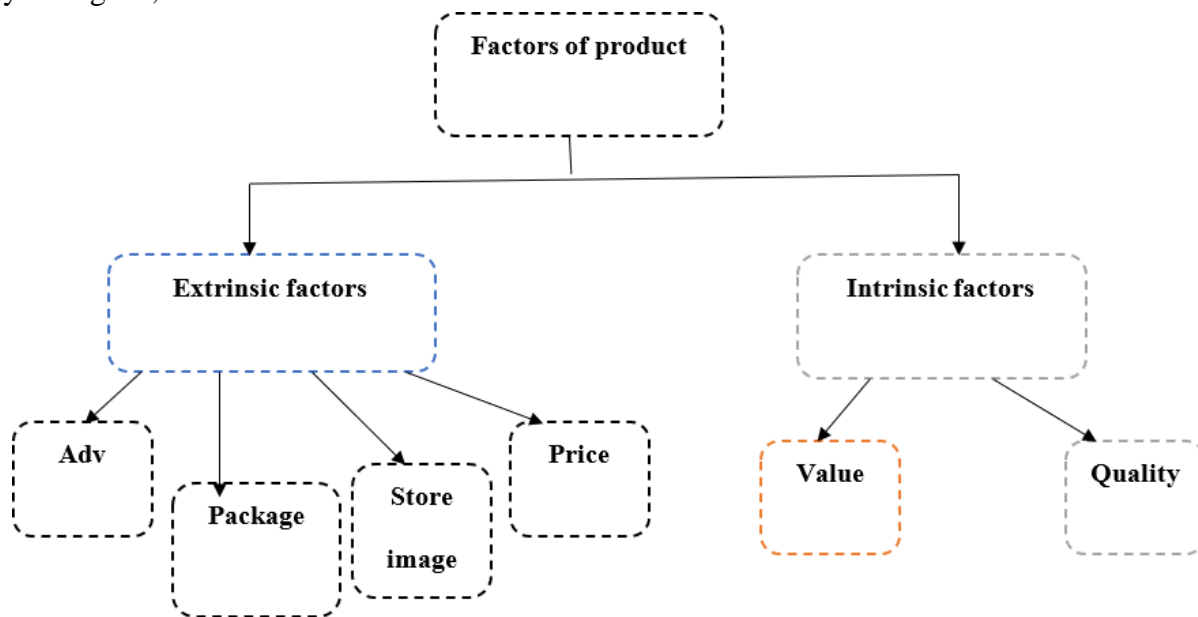
According to Porcuet al. (2020), the most essential and widely regarded facet of brand promotion is brand association. Brand associations explain the fundamentals of customer brand loyalty and buying decisions. Brand associations are the many sorts of brand-related ideas, perceptions, experiences, beliefs, and attitudes. Brand associations are classified into two types: product associations and organizational affiliations. Consumers frequently associate a brand's social image, perceived value, trustworthiness, distinction, and so on.

Mussolet al. (2010), addressed the second form of brand linkages. The second sort of brand association is the advantage of the brand acquired by consumers when utilizing this specific brand of goods or service. Brand advantage aids in the attachment of customers to a certain brand. The advantages of a brand may be divided into three categories: functional benefits, symbolic benefits, and experiential benefits. As a result, functional advantages are linked to

basic safety demands. Experiential advantages are the feelings that customers get when utilizing a certain brand of product or service. The extrinsic benefits of using a certain brand are referred to as symbolic benefits.

However, Zhang et al.(2021) claimed that the last sort of brand association is brand attitudes, which pertain to the customers' overall judgment of the brand. It is the most ethereal aspect of brand connections. Brand attitudes serve to enhance consumers' primary behavior toward a certain brand of goods or service. The benefits of the brand might be linked to the brand's mindset. A customer's purchasing choice refers to the strategy of customers while making a purchase of a product or service from a firm. Consumer purchase intentions can be influenced by a variety of

circumstances. A consumer's purchase intention is frequently treated as a very complicated issue. Customers' behavior, perceptions, and attitudes can all be linked to their purchase intent. Li et al. (2019) argued that a consumer's purchasing choice might be a complicated phenomenon that is tied to the value as well as the quality of that particular product. A consumer's purchase intention is frequently influenced by the product's quality, price, and perceived worth. Customers' purchasing intentions, can also be impacted by a variety of social, psychological, and cultural variables.



**Figure 2: Different factors of product purchasing**  
(Source:Cowan et al. 2020, p.91)

According to Li et al. (2019), extrinsic and intrinsic product variables might be beneficial in influencing customer purchase intentions. Extrinsic product aspects include the product's packaging as well as the store's image, marketing, perceived pricing, and so on.

Consumer purchase intent is also affected by the price of a certain product. Packaging has a vital function in influencing customer buying intentions. A product with unappealing packaging is less appealing to buyers. Advertisement is also an essential aspect of product packaging. Customers' buying intentions are also influenced by the attractive image of the business selling the specific goods.

Intrinsic aspects of a product are about the perceived quality and worth of the product. As a result, it can be claimed that numerous sorts of social, psychological, and cultural elements exist to influence client purchasing intentions. There are numerous forms of effects on a consumer's purchase intention or purchasing decision. Age, employment, money, lifestyle, and attitude or personality are all personal variables. Motivation, learning, attitude, and perception are all psychological aspects. This element includes numerous forms of subcultures and socioeconomic classes. Family, reference group, and a person's function and standing in society are examples of social influences.

### **Methods and techniques:**

The methodology of the specific research is described in this chapter. According to Zhanget al. (2019), research methodology is a systemic procedure that aids in the conduct of the entire investigation. The right structure of the investigation is described by the research methodology. The term "research technique" refers to the numerous sorts of relevant thoughts and ideas that are important to this particular research investigation. This chapter discusses the concept of research as well as the research approach. This chapter, on the other hand, describes the data gathering procedure and sample strategy. The researcher has highlighted the research's limitations and ethical issues in this chapter.

The research technique outline includes a descriptive research goal, a deductive strategy, and a post-positivism research philosophy. The researcher, on the other hand, has gathered primary data to analyze it

quantitatively. The researcher selected secondary data from a variety of relevant publications, journals, blogs, websites, and so on. In this chapter, all aspects have been discussed briefly. A researcher must collect several sorts of data to carry out the entire study process. Data is the most valuable and crucial factor when researching a certain study topic. Data sources can be of two types: primary and secondary data sources used by the researcher. Interviews, surveys, and questionnaires were used to obtain primary data. Primary data can be gathered from a variety of unpublished sources.

Secondary sources include numerous sorts of published data, such as journals, books, blogs, and websites. By witnessing or reading a book or journal, the researcher can collect many sorts of secondary data.

The researcher gathered primary data from Hindustan Unilever's regular individual consumers for this research study. The researcher distributed a postal questionnaire to Hindustan Unilever consumers. There are two sorts of data analysis techniques: quantitative data analysis techniques and qualitative data analysis techniques. For this research, the researcher has used a

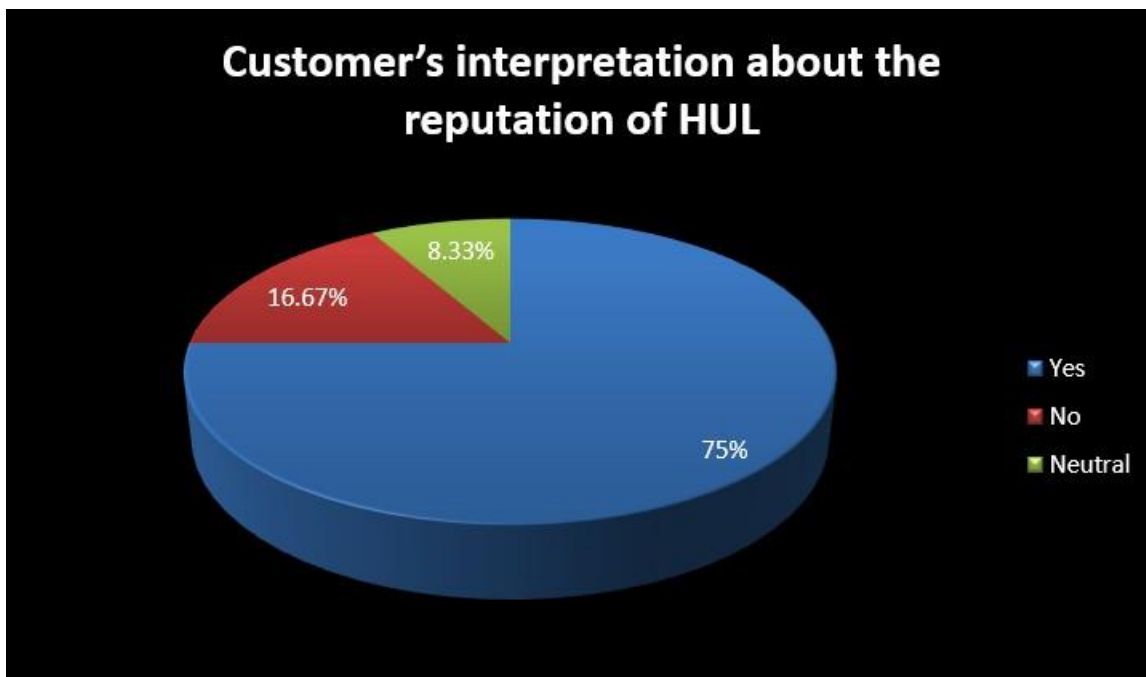
quantitative data analysis approach to analyze the data obtained from clients. The researcher delivered the quantitative data analysis in a Microsoft Excel spreadsheet.

**Data analysis and findings: Objective 1:**

The researcher has related this goal to relevant literature to determine the components of brand promotion. These are the most crucial aspects of establishing brand promotion. These elements are also known as brand assets since they influence the purchasing intentions of a company's customers.

<b>Options</b>	<b>No of respondents</b>	<b>Total respondents</b>	<b>Response %</b>
Yes	45	60	75%
No	10	60	16.67%
Neutral	5	60	8.33%

**Table 1: Customer's interpretation of the reputation of HUL**



**Figure 3: Customer's interpretation of the reputation of HUL**

Customers' attachment to a brand is referred to as brand loyalty. Brand loyalty may be assessed by a customer's proclivity for repeat purchases and word-of-mouth marketing about items from the same brand. Brand awareness, on the other hand, may be defined as the capacity to distinguish a brand from competing brands in a competitive market. Customers' use of a certain brand is defined as

perceived quality. Brand affiliation may be characterized as the brand's product or organizational association. Other perceived assets are included in the brand's trademarks, logo, and other assets. As a result, these components are critical to sustaining the brand's promotion in the market.

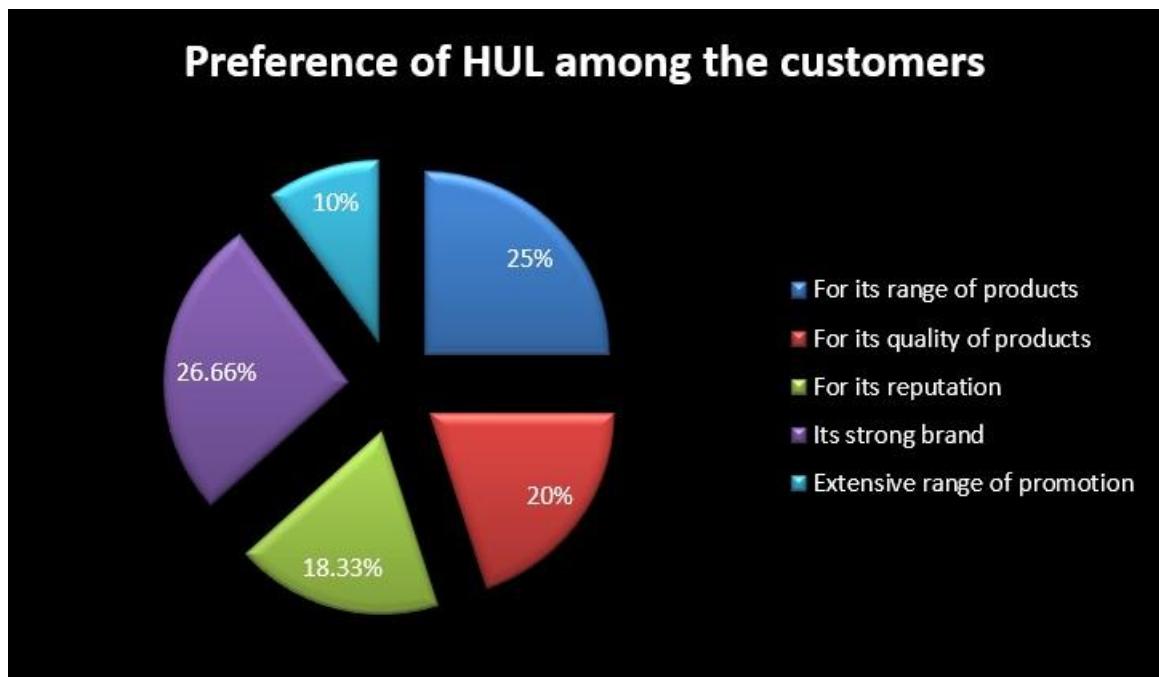
**Objective 2:**

The researcher also looked at several characteristics that influenced customers' buying intentions. The study discovered, from secondary sources, that there are numerous sorts of social, psychological, and economic elements that have influenced customers' buying intentions. On the other side, the researcher has determined that product or service aspects have an impact on client purchase intentions. Extrinsic elements of a product or service include advertising, packaging, price, and retail image. As a result, intrinsic aspects of a specific brand, such as value and quality, influence customers' purchase intentions.

<b>Options</b>	<b>No of respondents</b>	<b>Total respondents</b>	<b>Response %</b>
<b>For its range of products</b>	15	60	25%
<b>For its quality of products</b>	12	60	20%
<b>For its reputation</b>	11	60	18.33%
<b>Its strong brand</b>	16	60	26.66%
<b>Extensive range of promotion</b>	6	60	10%

**Table 2: Preference of HUL among the customers**





**Figure 4: Preference of HUL among the customers**

On the other hand, the researcher discovered that the process of purchasing a product typically follows a set of phases. The first stage in this procedure is to recognize the requirement and become aware of the situation. The second phase is looking for various forms of information to select a certain brand of goods and services. The third phase entails acquiring a product from a certain company's brand. The fourth step entails post-purchase evaluation of the purchase of a specific brand of a company's product or service.

**Objective 3:**

According to the data gathered from clients, the researcher concluded that HUL strives to provide all aspects of brand promotion to its customers. HUL has a large number of prospective and committed clients who will never buy the same product from another brand. Customers, on the other hand, have recognized HUL's emblem or trademark. Customers are aware that HUL is a well-known market player.

Options	No of respondents	Total respondents	Response %
For its quality	15	60	25%
Company's durability in market	18	60	30%
Ranges of products	16	60	26.67%
Availability of products	11	60	18.33%

Table 3: Elements of decision making of customers for FMCG products

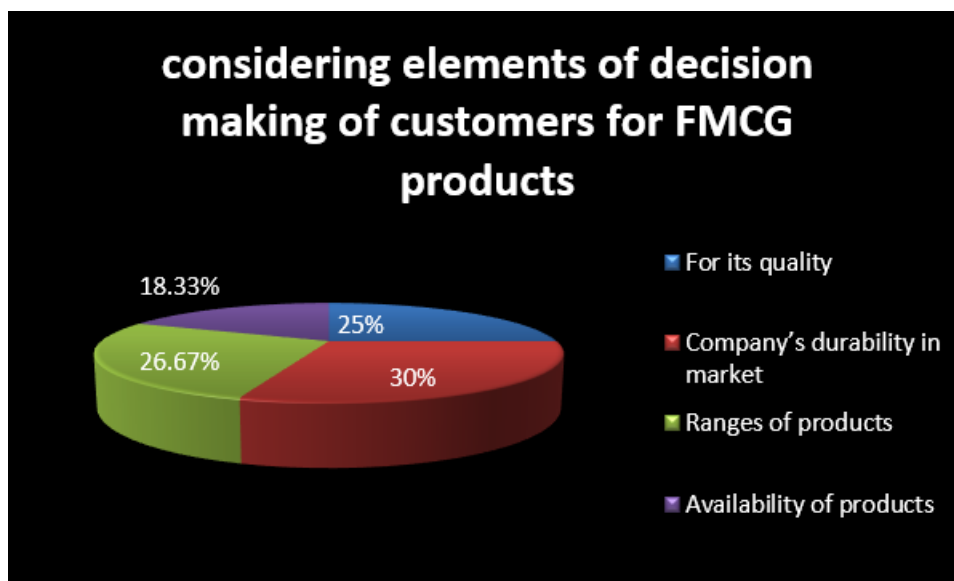


Figure 5: Elements of decision making of customers for FMCG products

**products**

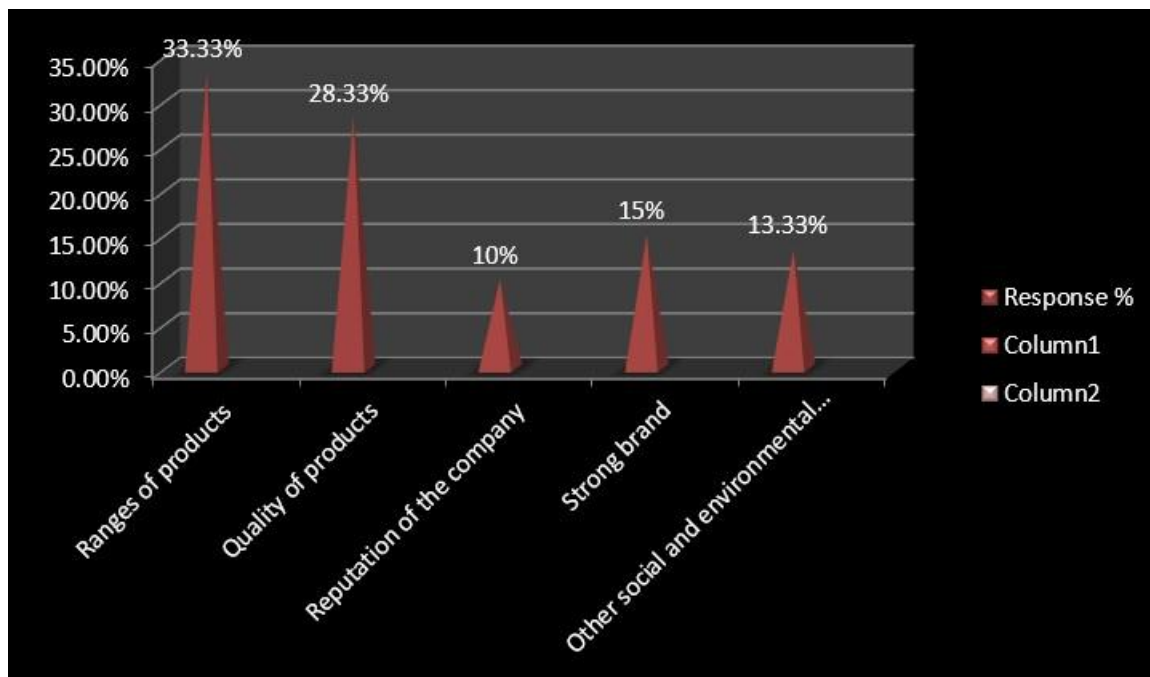
The group of consumers has a high level of overall satisfaction and product use. As a result, people anticipate stronger marketing from a reputable firm like HUL. Effective advertising is a significant component of brand promotion. As a result, advertising may either expand or diminish client databases. However, the study discovered that HUL provides a wide choice of high-quality items to its clients. As a result, buyers are drawn to this particular firm when making a key product or service selection. Customers have faith or trust in this particular FMCG goods firm. Several items have found a position among clients in the market's competitive sector.

**Objective 4:**

Hindustan Unilever is a well-known firm that also provides a variety of environmental and social initiatives. HUL has purchased USLP (Unilever Sustainable Living Plan) to improve society and the environment. HUL has prioritized long-term commercial activity in a competitive market sector.

<b>Options</b>	<b>No of respondents</b>	<b>Total respondents</b>	<b>Response %</b>
Ranges of products	20	60	33.33%
Quality of products	17	60	28.33%
Reputation of the company	6	60	10%
Strong brand	9	60	15%
Other social and environmental activities of this company	8	60	13.33%

**Table 4: elements of HUL for customers' preference**



**Figure 6: elements of HUL for customers' preference**

As a result, to build great brand promotion, HUL must develop successful commercials. HUL's renowned skin lightening product has been given an advertisement to instill prejudice and the distinction between black and white-faced ladies. Society has harshly attacked this advertising. A well-known corporation, such as Hindustan Unilever, should never endorse such commercials. As a result, this firm has lost its customer databases as a result of pushing this form of unethical advertising. This marketing also contradicts Hindustan Unilever's USLP.

**Conclusion and recommendations:**

Several Hindustan Unilever adverts have been condemned by people from various social classes. HUL's advertisement for a skin whitening product revealed a distinction between black and white-faced ladies. The advertising depicted how, before applying the cream, the girl was shunned by society because of her dark skin. However, after applying the cream, the girl turns white and is

accepted by society. This form of the campaign has been chastised at all levels of society, and HUL's client database has suffered as a result.

The researcher has made some recommendations to address this issue. The study suggests that Hindustan Unilever uses a unique design for ads. This firm should provide more effective designs for ads that would never jeopardize society's social standards and values. The advertisement should never have an impact on mankind. As a result, HUL should examine aspects such as client purchase intent and deliver successful marketing that does not jeopardize society's compassion.

**Future scope**

This research was constrained by time and money constraints. As a result, future research will

be able to uncover additional Hindustan Unilever concerns related to brand promotion and customer purchase intent. In addition, due to the massive change that occurred after covid19, it becomes important to re-identify all the areas, that can be performed in future researches.

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